S.D. Journal
4/17/50

ague Game to Be Aired

was announced that the games would all be from the American League. But Mutual has made arrangements with the National League, too, and the series promises to be well-balanced top-flight baseball.

KGB station manager Fran Ide is enthusiastic about the series. He told me, "I think it's one of the biggest things that's happened in network radio in years. Fans out here have always wanted to hear 'live' broadcasts by a first-class sportcaster of major league ball games. And well over 90 per cent of these games will be 'live.'"

Your second set of KSON Lucky Social Security Numbers for today are: 530-05-3269, announced at 10 a.m.; 1331, announced at 11; 513-28-8258, announced at 12 noon. The following numbers were announced Saturday: 1 p.m.: 530-05-5753; 2: 527-14-8856; 3: 563-16-2950; 4: 512-28-5646; 5: 564-32-7539.

Broadcast time for the games each day on KGB will be 1:30. Helfer's play-by-play will be tape recorded in Hollywood when games start earlier to provide a regular schedule.

* * *

FROM RADIO ROW: Moderator **Dick Bergholz** decided last week to line up a "Pro and Con" for KFMB-TV on Flying Saucers. **Prof. George Adamski** of Valley Center and **Dr. Meade Layne** of Borderland Sciences Research Associates agreed to talk in favor of the existence of the saucers, but Bergholz couldn't find anyone to talk against it. Local Army and Navy PRO's clammed up and wouldn't suggest anyone from the service. And no civilians volunteered either.

KSON, intent on being a 24-hour music station, has begun using musical "station break" announcements recorded by Alvino Rey and his quintet . . . KCBQ owner-manager **Charles Salik** and his chief engineer **Charles Sherburne** are attending the N.A.B. convention in Chicago . . . CBS has added one more dynamo to its powerhouse of talent by getting **Ralph Edwards** and his "This Is Your Life" program away from NBC. The program moves to CBS May 9 and will follow "Life With Luigi" on the Tuesday night lineup.

* * *

BEST BET TONIGHT: 6-7, KCBQ.

* * *

ON YOUR DIAL: Soprano **Eleanor Steber** is the guest soloist on **Voice of Firestone** (5:30-6, KFSD) . . . **Cary Grant** and **Betsy Drake** star in "Every Girl